MARLIN Causal Data by Region - Top SAV Brands

5WK APR 97
NY.Metro Reg

	DORAL	MONARCH	GPC	BASIC	MONTCLR	MISTY	VICRYSV	OTHGEN	FORSYTH	CAMBRD
Share of Volume	1.14	0.84	0.86	1.63	0.00	0.87	0.69	0.73	0.13	0.19
Share of Volume Diff vs PP	0.16	0.13	0.04	0.06	0.00	0.08	-0.01	0.11	-0.04	0.00
Shr of FP.Sav Vol	13.75	10.20	10.39	19.76	0.00	10.52	8.39	8.80	1.61	2.34
Shr of FP.Sav Vol Diff vs PP	1.20	1.05	-0.24	-0.50	0.00	0.39	-0.66	0.80	-0.67	-0.09
Pct of Mkt Vol(Base: Reg)	100.00	100.00	100.00	100.00	NA	100.00	100.00	100.00	100.00	100.00
%CIV Selling	50.0	42.9	51.7	67.6	0.0	54.2	80.0	28.8	11.2	26.6
%CIV Selling Diff vs PP	-1.0	3.6	1.2	-1.1	0.0	-2.1	0.9	1.1	3.6	-1.8
Price Avg Selling/Tot/Ctn Equiv	17.06	17.71	17.08	17.72	NA	16.95	17.86	16.50	14.71	17.44
Price Avg Selling/Tot/Ctn Equiv Diff vs PP	0.18	-0.13	0.32	0.16	NA	0.30	0.13	-0.06	0.46	0.21
%CIV Any Promo	21.3	8.8	20.6	14.6	0.0	17.9	0.4	14.9	7.0	0.7
%CIV Any Promo Diff vs PP	1.0	0.9	-5.0	-4.6	0.0	-1.9	0.0	-2.0	5.7	0.7
%CIV BSGSF	8.6	0.0	0.0	8.8	0.0	0.0	0.0	3.8	0.0	0.0
%CIV BSGSF Diff vs PP	-1.0	0.0	0.0	-4.5	0.0	0.0	0.0	-2.0	0.0	0.0
%CIV Buy Dwn/Stckr	14.2	7.4	18.1	10.1	0.0	13.7	0.4	14.3	5.0	0.0
%CIV Buy Dwn/Stckr Diff vs PP	-2.1	0.3	-4.7	-0.4	0.0	-2.9	0.0	-0.3	3.8	0.0
%CIV On Ctn/Pk Cpn	2.1	1.4	3.1	0.1	0.0	4.7	0.0	0.0	2.2	0.0
%CIV On Ctn/Pk Cpn Diff vs PP	-0.4	-3.2	0.3	-0.6	0.0	-0.8	0.0	0.0	2.1	0.0
%CIV Premium	14.1	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.3
%CIV Premium Diff vs PP	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
%CIV W Cpn/Disct/BSGSF	17.2	8.8	20.6	14.6	0.0	17.9	0.4	14.9	7.0	0.0
%CIV W Cpn/Disct/BSGSF Diff vs PP	-2.5	0.9	-5.0	-4.6	0.0	-1.9	0.0	-2.0	5.7	0.0
%CIV Display	30.4	14.7	23.6	32.7	0.0	16.0	6.9	17.0	7.5	2.1
%CIV Display Diff vs PP	1.4	0.6	-1.2	-6.1	0.0	-0.1	-0.9	-0.7	5.8	-0.2
%CIV Display No Promo	19.7	11.0	17.5	30.7	0.0	15.0	6.9	8.1	4.8	2.1
%CIV Display W Promo	20.0	8.0	18.2	12.2	0.0	10.8	0.0	14.7	6.5	0.0
%Vol Any Promo	23.62	11.35	17.91	5.04	NA	17.70	0.10	54.58	15.78	0.43
%Vol Any Promo Diff vs PP	-3.98	1.43	-11.72	-2.06	NA	-10.67	-0.17	-10.75	-12.09	0.43
%Vol BSGSF	0.92	0.00	0.00	2.33	NA	0.00	0.00	4.12	0.00	0.00
%Vol BSGSF Diff vs PP	-2.35	0.00	0.00	-2.15	NA	0.00	0.00	0.65	0.00	0.00
%Vol Buy Dwn/Stckr	20.88	11.25	16.82	3.22	NA	16.82	0.10	52.55	13.82	0.00
%Vol Buy Dwn/Stckr Diff vs PP	-3.70	1.57	-12.11	-0.17	NA	-0.90	-0.17	-11.05	-13.93	0.00
%Vol On Ctn/Pk Cpn	1.19	0.10	1.08	0.09	NA	0.88	0.00	0.00	2.00	0.00
%Vol On Ctn/Pk Cpn Diff vs PP	-0.47	-0.33	0.39	0.01	NA	-9.75	0.00	0.00	1.88	0.00

Source: https://www.industrydocuments.ucsf.edu/docs/zzln0000

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MARLIN Causal Data by Region - Top SAV Brands

5WK APR 97
NY.Metro Reg

	DORAL	MONARCH	GPC	BASIC	MONTCLR	MISTY	VICRYSV	OTHGEN	FORSYTH	CAMBRD
%Vol Premium	2.60	0.00	0.00	0.08	NA	0.00	0.00	0.00	0.00	0.03
%Vol Premium Diff vs PP	1.54	0.00	0.00	-0.02	NA	0.00	0.00	0.00	0.00	0.03
%Vol W Cpn/Disct/BSGSF	22.43	11.35	17.91	4.96	NA	17.70	0.10	54.58	15.78	0.00
%Vol W Cpn/Disct/BSGSF Diff vs PP	-4.42	1.43	-11.72	-2.05	NA	-10.67	-0.17	-10.75	-12.09	0.00
%Vol Display	31.80	13.37	26.52	25.72	NA	15.92	3.87	50.60	14.11	0.26
%Vol Display Diff vs PP	-0.82	2.36	-1.83	-1.67	NA	0.62	-0.47	20.17	-13.95	0.26
%Vol Display No Promo	15.73	6.81	12.50	23.50	NA	10.86	3.87	10.47	0.58	0.26
%Vol Display W Promo	17.45	6.76	14.24	3.71	NA	5.70	0.00	40.94	13.53	0.00
Shr of Any Promo Vol	3.97	1.42	2.28	1.22	0.00	2.28	0.01	5.87	0.31	0.01
Shr of Any Promo Vol Diff vs PP	0.38	0.47	-0.99	-0.27	0.00	-0.70	-0.01	0.46	-0.35	0.01
Shr of BSGSF Vol	1.51	0.00	0.00	5.49	0.00	0.00	0.00	4.32	0.00	0.00
Shr of BSGSF Vol Diff vs PP	-5.13	0.00	0.00	-9.19	0.00	0.00	0.00	-0.17	0.00	0.00
Shr of Buy Dwn/Stckr Vol	4.28	1.71	2.61	0.95	0.00	2.64	0.01	6.90	0.33	0.00
Shr of Buy Dwn/Stckr Vol Diff vs PP	0.53	0.63	-1.13	0.11	0.00	0.46	-0.02	0.71	-0.44	0.00
Shr of On Ctn/Pk Cpn Vol	5.10	0.31	3.53	0.57	0.00	2.90	0.00	0.00	1.01	0.00
Shr of On Ctn/Pk Cpn Vol Diff vs PP	0.44	-0.56	1.86	0.20	0.00	-21.25	0.00	0.00	0.95	0.00
Shr of Premium Vol	19.31	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.04
Shr of Premium Vol Diff vs PP	16.33	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.04

Source: https://www.industrydocuments.ucsf.edu/docs/zzln0000

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MARLIN Causal Data by Region - Top SAV Brands

5WK APR 97 SM NY.Metro Reg	DORAL	MONARCH	GPC	BASIC	MONTCLR	MISTY	VICRYSV	OTHGEN	FORSYTH	CAMBRD
Share of Volume	0.85	0.22	0.25	1.75	0.00	0.62	0.78	0.00	0.14	0.51
Share of Volume Diff vs PP	0.03	0.01	-0.03	0.45	0.00	0.05	-0.06	0.00	0.03	0.02
Shr of FP.Sav Vol	14.20	3.62	4.18	29.29	0.00	10.41	13.01	0.00	2.32	8.58
Shr of FP.Sav Vol Diff vs PP	-1.02	-0.28	-1.08	5.19	0.00	-0.14	-2.46	0.00	0.35	-0.50
Pct of Mkt Vol(Base: Reg)	4.48	1.54	1.74	6.42	NA	4.29	6.72	0.00	6.24	15.92
%CIV Selling	64.5	32.1	47.9	80.8	0.0	66.4	90.9	0.0	15.1	63.3
%CIV Selling Diff vs PP	6.7	1.2	-1.7	2.5	0.0	-3.4	16.0	0.0	0.2	-4.6
Price Avg Selling/Tot/Ctn Equiv	16.03	16.80	16.00	17.17	NA	16.40	16.27	NA	13.92	15.64
Price Avg Selling/Tot/Ctn Equiv Diff vs PP	0.29	0.83	-0.10	0.28	NA	0.16	0.28	NA	0.41	0.42
%CIV Any Promo	5.5	3.4	22.5	3.1	0.0	21.3	0.0	0.0	7.4	10.9
%CIV Any Promo Diff vs PP	-2.2	1.2	-1.8	-1.3	0.0	4.7	0.0	0.0	0.1	10.9
%CIV BSGSF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%CIV BSGSF Diff vs PP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%CIV Buy Dwn/Stckr	2.2	0.0	11.7	1.9	0.0	2.2	0.0	0.0	7.4	0.0
%CIV Buy Dwn/Stckr Diff vs PP	0.0	0.0	11.7	-2.5	0.0	1.2	0.0	0.0	0.1	0.0
%CIV On Ctn/Pk Cpn	3.4	3.4	17.7	1.2	0.0	19.2	0.0	0.0	0.0	0.0
%CIV On Ctn/Pk Cpn Diff vs PP	-2.1	1.2	-6.6	1.2	0.0	3.6	0.0	0.0	0.0	0.0
%CIV Premium	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1
%CIV Premium Diff vs PP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1
%CIV W Cpn/Disct/BSGSF	5.5	3.4	22.5	3.1	0.0	21.3	0.0	0.0	7.4	0.0
%CIV W Cpn/Disct/BSGSF Diff vs PP	-2.2	1.2	-1.8	-1.3	0.0	4.7	0.0	0.0	0.1	0.0
%CIV Display	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%CIV Display Diff vs PP	-2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%CIV Display No Promo	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%CIV Display W Promo	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%Vol Any Promo	10.25	1.28	38.89	4.60	NA	10.12	0.00	NA	18.00	2.71
%Vol Any Promo Diff vs PP	4.91	-1.32	13.02	4.35	NA	-4.91	0.00	NA	16.97	2.71
%Vol BSGSF	0.00	0.00	0.00	0.00	NA	0.00	0.00	NA	0.00	0.00
%Vol BSGSF Diff vs PP	0.00	0.00	0.00	0.00	NA	0.00	0.00	NA	0.00	0.00
%Vol Buy Dwn/Stckr	0.00	0.00	4.81	3.17	NA	0.15	0.00	NA	18.00	0.00
%Vol Buy Dwn/Stckr Diff vs PP	-0.13	0.00	4.81	2.92	NA	-0.43	0.00	NA	16.97	0.00
%Vol On Ctn/Pk Cpn	10.25	1.28	34.07	1.43	NA	9.97	0.00	NA	0.00	0.00
%Vol On Ctn/Pk Cpn Diff vs PP	5.04	-1.32	8.21	1.43	NA	-4.48	0.00	NA	0.00	0.00

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51853 1951

MARLIN Causal Data by Region - Top SAV Brands

5WK APR 97
SM NY.Metro Reg

	DORAL	MONARCH	GPC	BASIC	MONTCLR	MISTY	VICRYSV	OTHGEN	FORSYTH	CAMBRD
%Vol Premium	0.00	0.00	0.00	0.00	NA	0.00	0.00	NA	0.00	0.18
%Vol Premium Diff vs PP	0.00	0.00	0.00	0.00	NA	0.00	0.00	NA	0.00	0.18
%Vol W Cpn/Disct/BSGSF	10.25	1.28	38.89	4.60	NA	10.12	0.00	NA	18.00	0.00
%Vol W Cpn/Disct/BSGSF Diff vs PP	4.91	-1.32	13.02	4.35	NA	-4.91	0.00	NA	16.97	0.00
%Vol Display	0.00	0.00	0.00	0.00	NA	0.00	0.00	NA	0.00	0.00
%Vol Display Diff vs PP	-0.13	0.00	0.00	0.00	NA	0.00	0.00	NA	0.00	0.00
%Vol Display No Promo	0.00	0.00	0.00	0.00	NA	0.00	0.00	NA	0.00	0.00
%Vol Display W Promo	0.00	0.00	0.00	0.00	NA	0.00	0.00	NA	0.00	0.00
Shr of Any Promo Vol	3.33	0.11	3.72	3.09	0.00	2.41	0.00	0.00	0.96	0.53
Shr of Any Promo Vol Diff vs PP	2.40	-0.01	2.16	3.02	0.00	0.59	0.00	0.00	0.93	0.53
Shr of BSGSF Vol	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shr of BSGSF Vol Diff vs PP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shr of Buy Dwn/Stckr Vol	0.00	0.00	2.06	9.52	0.00	0.16	0.00	0.00	4.29	0.00
Shr of Buy Dwn/Stckr Vol Diff vs PP	-0.05	0.00	2.06	9.37	0.00	0.00	0.00	0.00	4.23	0.00
Shr of On Ctn/Pk Cpn Vol	6.21	0.20	6.08	1.78	0.00	4.43	0.00	0.00	0.00	0.00
Shr of On Ctn/Pk Cpn Vol Diff vs PP	3.51	-0.15	1.44	1.78	0.00	-0.76	0.00	0.00	0.00	0.00
Shr of Premium Vol	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00
Shr of Premium Vol Diff vs PP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00

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MARLIN Causal Data by Region - Top SAV Brands

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5WK APR 97
CG NY.Metro Reg

	DORAL	MONARCH	GPC	BASIC	MONTCLR	MISTY	VICRYSV	OTHGEN	FORSYTH	CAMBRD
Share of Volume	0.99	1.08	1.03	1.44	0.00	1.04	0.80	1.09	0.57	0.37
Share of Volume Diff vs PP	-0.05	0.17	0.13	-0.03	0.00	0.15	-0.02	0.08	-0.24	0.00
Shr of FP.Sav Vol	9.34	10.19	9.65	13.49	0.00	9.76	7.50	10.24	5.31	3.49
Shr of FP.Sav Vol Diff vs PP	-0.77	1.31	0.92	-0.66	0.00	1.18	-0.41	0.45	-2.53	-0.07
Pct of Mkt Vol(Base: Reg)	16.20	23.82	22.15	16.28	NA	22.11	21.33	27.75	78.60	35.66
%CIV Selling	66.4	63.6	69.8	85.7	0.0	73.2	82.8	35.8	19.4	27.7
%CIV Selling Diff vs PP	-2.8	2.8	3.5	0.6	0.0	-6.2	0.5	0.4	0.8	-7.9
Price Avg Selling/Tot/Ctn Equiv	17.35	17.40	18.00	18.30	NA	17.55	18.44	18.53	14.62	18.23
Price Avg Selling/Tot/Ctn Equiv Diff vs PP	0.03	-0.13	0.29	0.23	NA	0.34	0.11	-0.03	0.59	-0.00
%CIV Any Promo	42.2	8.3	22.4	13.3	0.0	27.2	0.0	12.2	3.7	0.0
%CIV Any Promo Diff vs PP	22.3	0.0	-11.6	2.3	0.0	-2.0	0.0	0.2	0.0	0.0
%CIV BSGSF	12.6	0.0	0.0	7.9	0.0	0.0	0.0	0.0	0.0	0.0
%CIV BSGSF Diff vs PP	2.9	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
%CIV Buy Dwn/Stckr	15.0	8.3	17.2	8.2	0.0	27.2	0.0	12.2	3.7	0.0
%CIV Buy Dwn/Stckr Diff vs PP	2.8	0.0	-16.8	1.2	0.0	-2.0	0.0	0.2	0.0	0.0
%CIV On Ctn/Pk Cpn	0.0	0.0	5.3	0.0	0.0	2.5	0.0	0.0	0.0	0.0
%CIV On Ctn/Pk Cpn Diff vs PP	-2.9	0.0	5.3	0.0	0.0	2.5	0.0	0.0	0.0	0.0
%CIV Premium	36.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%CIV Premium Diff vs PP	36.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%CIV W Cpn/Disct/BSGSF	20.2	8.3	22.4	13.3	0.0	27.2	0.0	12.2	3.7	0.0
%CIV W Cpn/Disct/BSGSF Diff vs PP	0.3	0.0	-11.6	2.3	0.0	-2.0	0.0	0.2	0.0	0.0
%CIV Display	56.9	12.5	33.3	29.6	0.0	12.8	7.0	12.2	9.4	0.0
%CIV Display Diff vs PP	23.3	-19.5	-7.7	-18.5	0.0	0.2	-3.8	4.6	0.0	0.0
%CIV Display No Promo	23.3	10.6	28.7	29.6	0.0	10.0	7.0	0.0	5.8	0.0
%CIV Display W Promo	42.2	4.6	22.4	13.3	0.0	7.9	0.0	12.2	3.7	0.0
%Vol Any Promo	14.25	10.72	5.83	1.19	NA	31.24	0.00	80.92	14.57	0.00
%Vol Any Promo Diff vs PP	2.34	0.86	-19.50	-2.13	NA	-4.75	0.00	-0.18	-18.38	0.00
%Vol BSGSF	2.89	0.00	0.00	0.77	NA	0.00	0.00	0.00	0.00	0.00
%Vol BSGSF Diff vs PP	-0.21	0.00	0.00	-2.26	NA	0.00	0.00	0.00	0.00	0.00
%Vol Buy Dwn/Stckr	9.85	10.72	4.84	0.42	NA	30.26	0.00	80.92	14.57	0.00
%Vol Buy Dwn/Stckr Diff vs PP	1.08	0.86	-20.49	-0.78	NA	-5.73	0.00	-0.18	-18.38	0.00
%Vol On Ctn/Pk Cpn	0.00	0.00	0.99	0.00	NA	0.98	0.00	0.00	0.00	0.00
%Vol On Ctn/Pk Cpn Diff vs PP	-0.11	0.00	0.99	0.00	NA	0.98	0.00	0.00	0.00	0.00

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MARLIN Causal Data by Region - Top SAV Brands

51853 1953

5WK APR 97
CG NY.Metro Reg

	DORAL	MONARCH	GPC	BASIC	MONTCLR	MISTY	VICRYSV	OTHGEN	FORSYTH	CAMBRD
%Vol Premium	7.11	0.00	0.00	0.00	NA	0.00	0.00	0.00	0.00	0.00
%Vol Premium Diff vs PP	7.11	0.00	0.00	0.00	NA	0.00	0.00	0.00	0.00	0.00
%Vol W Cpn/Disct/BSGSF	11.69	10.72	5.83	1.19	NA	31.24	0.00	80.92	14.57	0.00
%Vol W Cpn/Disct/BSGSF Diff vs PP	-0.22	0.86	-19.50	-2.13	NA	-4.75	0.00	-0.18	-18.38	0.00
%Vol Display	28.22	15.69	21.84	23.43	NA	4.21	5.18	75.67	15.25	0.00
%Vol Display Diff vs PP	5.69	-1.15	0.91	8.99	NA	0.42	-3.27	72.80	-18.11	0.00
%Vol Display No Promo	14.37	5.41	16.85	22.86	NA	2.48	5.18	0.00	0.69	0.00
%Vol Display W Promo	14.19	10.27	5.80	1.19	NA	1.73	0.00	75.67	14.57	0.00
Shr of Any Promo Vol	1.29	1.06	0.55	0.16	0.00	2.96	0.00	8.04	0.75	0.00
Shr of Any Promo Vol Diff vs PP	-0.32	-0.11	-2.41	-0.47	0.00	-1.17	0.00	-2.57	-2.70	0.00
Shr of BSGSF Vol	2.50	0.00	0.00	0.96	0.00	0.00	0.00	0.00	0.00	0.00
Shr of BSGSF Vol Diff vs PP	-0.75	0.00	0.00	-3.47	0.00	0.00	0.00	0.00	0.00	0.00
Shr of Buy Dwn/Stckr Vol	1.14	1.36	0.58	0.07	0.00	3.67	0.00	10.30	0.96	0.00
Shr of Buy Dwn/Stckr Vol Diff vs PP	-0.30	-0.07	-3.03	-0.21	0.00	-1.36	0.00	-2.63	-3.25	0.00
Shr of On Ctn/Pk Cpn Vol	0.00	0.00	4.33	0.00	0.00	4.33	0.00	0.00	0.00	0.00
Shr of On Ctn/Pk Cpn Vol Diff vs PP	-0.31	0.00	4.33	0.00	0.00	4.33	0.00	0.00	0.00	0.00
Shr of Premium Vol	22.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shr of Premium Vol Diff vs PP	22.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Source: https://www.industrydocuments.ucsf.edu/docs/zzln0000

MARLIN Causal Data by Region - Top SAV Brands

5WK APR 97 OO NY.Metro Reg	DORAL	MONARCH	GPC	BASIC	MONTCLR	MISTY	VICRYSV	OTHGEN	FORSYTH	CAMBRD
Share of Volume	1.19	0.83	0.86	1.67	0.00	0.85	0.66	0.70	0.03	0.12
Share of Volume Diff vs PP	0.23	0.13	0.02	0.05	0.00	0.07	-0.00	0.12	-0.00	0.01
Shr of FP.Sav Vol	15.19	10.60	11.01	21.27	0.00	10.79	8.40	8.85	0.34	1.57
Shr of FP.Sav Vol Diff vs PP	1.96	1.03	-0.61	-0.86	0.00	0.14	-0.63	0.97	-0.05	-0.05
Pct of Mkt Vol(Base: Reg)	79.32	74.65	76.11	77.30	NA	73.61	71.95	72.25	15.11	48.42
%CIV Selling	44.8	38.7	47.5	62.1	0.0	48.6	78.4	29.3	8.9	23.5
%CIV Selling Diff vs PP	-1.2	3.9	0.8	-1.8	0.0	-0.9	-0.3	1.1	4.6	0.2
Price Avg Selling/Tot/Ctn Equiv	17.06	17.83	16.84	17.64	NA	16.80	17.83	15.72	15.51	17.45
Price Avg Selling/Tot/Ctn Equiv Diff vs PP	0.21	-0.16	0.31	0.15	NA	0.28	0.10	0.01	-0.42	0.26
%CIV Any Promo	17.5	9.4	20.0	15.9	0.0	15.4	0.5	16.7	7.8	0.0
%CIV Any Promo Diff vs PP	-4.0	1.1	-3.7	-6.6	0.0	-2.4	0.0	-2.8	7.7	0.0
%CIV BSGSF	8.3	0.0	0.0	9.7	0.0	0.0	0.0	5.1	0.0	0.0
%CIV BSGSF Diff vs PP	-2.1	0.0	0.0	-6.3	0.0	0.0	0.0	-2.5	0.0	0.0
%CIV Buy Dwn/Stckr	14.9	7.8	18.8	11.2	0.0	11.3	0.5	16.0	5.1	0.0
%CIV Buy Dwn/Stckr Diff vs PP	-3.6	0.4	-3.2	-0.6	0.0	-3.6	0.0	-0.4	5.1	0.0
%CIV On Ctn/Pk Cpn	2.5	1.6	1.5	0.0	0.0	4.1	0.0	0.0	3.0	0.0
%CIV On Ctn/Pk Cpn Diff vs PP	0.4	-4.4	-0.2	-0.9	0.0	-1.8	0.0	0.0	2.9	0.0
%CIV Premium	9.7	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
%CIV Premium Diff vs PP	0.1	0.0	0.0	-0.1	0.0	0.0	0.0	0.0	0.0	0.0
%CIV W Cpn/Disct/BSGSF	17.5	9.4	20.0	15.8	0.0	15.4	0.5	16.7	7.8	0.0
%CIV W Cpn/Disct/BSGSF Diff vs PP	-3.1	1.1	-3.7	-6.7	0.0	-2.4	0.0	-2.8	7.7	0.0
%CIV Display	26.3	16.4	23.1	36.1	0.0	18.0	7.5	19.6	7.7	2.8
%CIV Display Diff vs PP	-3.9	5.4	0.1	-3.7	0.0	-0.3	-0.2	-2.0	7.7	-0.2
%CIV Display No Promo	20.4	12.0	16.1	33.4	0.0	17.4	7.5	10.7	5.0	2.8
%CIV Display W Promo	16.1	9.4	18.6	12.8	0.0	12.4	0.0	16.5	7.7	0.0
%Vol Any Promo	26.29	11.76	20.94	5.88	NA	14.07	0.14	44.47	21.49	0.00
%Vol Any Promo Diff vs PP	-7.05	1.63	-9.92	-2.52	NA	-13.00	-0.24	-14.11	20.50	0.00
%Vol BSGSF	0.57	0.00	0.00	2.86	NA	0.00	0.00	5.70	0.00	0.00
%Vol BSGSF Diff vs PP	-2.98	0.00	0.00	-2.25	NA	0.00	0.00	0.74	0.00	0.00
%Vol Buy Dwn/Stckr	24.30	11.65	20.59	3.82	NA	13.76	0.14	41.65	8.26	0.00
%Vol Buy Dwn/Stckr Diff vs PP	-6.20	1.76	-10.10	-0.27	NA	0.05	-0.24	-14.45	8.26	0.00
%Vol On Ctn/Pk Cpn	0.92	0.11	0.36	0.00	NA	0.32	0.00	0.00	13.22	0.00
%Vol On Ctn/Pk Cpn Diff vs PP	-0.89	-0.39	0.19	-0.10	NA	-13.04	0.00	0.00	12.24	0.00

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MARLIN Causal Data by Region - Top SAV Brands

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5WK APR 97
OO NY.Metro Reg

	DORAL	MONARCH	GPC	BASIC	MONTCLR	MISTY	VICRYSV	OTHGEN	FORSYTH	CAMBRD
%Vol Premium	1.82	0.00	0.00	0.11	NA	0.00	0.00	0.00	0.00	0.00
%Vol Premium Diff vs PP	0.42	0.00	0.00	-0.03	NA	0.00	0.00	0.00	0.00	0.00
%Vol W Cpn/Disct/BSGSF	25.32	11.76	20.94	5.78	NA	14.07	0.14	44.47	21.49	0.00
%Vol W Cpn/Disct/BSGSF Diff vs PP	-7.03	1.63	-9.92	-2.50	NA	-13.00	-0.24	-14.11	20.50	0.00
%Vol Display	34.33	12.90	28.49	28.34	NA	20.37	3.85	40.97	14.05	0.53
%Vol Display Diff vs PP	-3.29	3.48	-2.60	-3.77	NA	0.92	0.27	-1.26	14.05	0.53
%Vol Display No Promo	16.90	7.39	11.51	25.59	NA	14.01	3.85	14.50	0.28	0.53
%Vol Display W Promo	19.11	5.78	17.02	4.55	NA	7.23	0.00	27.60	14.05	0.00
Shr of Any Promo Vol	5.19	1.62	3.00	1.63	0.00	1.97	0.02	5.11	0.09	0.00
Shr of Any Promo Vol Diff vs PP	0.97	0.69	-0.43	-0.15	0.00	-0.79	-0.02	0.70	0.09	0.00
Shr of BSGSF Vol	1.09	0.00	0.00	7.61	0.00	0.00	0.00	6.33	0.00	0.00
Shr of BSGSF Vol Diff vs PP	-7.93	0.00	0.00	-14.10	0.00	0.00	0.00	-1.18	0.00	0.00
Shr of Buy Dwn/Stckr Vol	5.59	1.87	3.43	1.23	0.00	2.25	0.02	5.58	0.04	0.00
Shr of Buy Dwn/Stckr Vol Diff vs PP	1.21	0.84	-0.44	0.25	0.00	0.66	-0.02	0.78	0.04	0.00
Shr of On Ctn/Pk Cpn Vol	6.04	0.49	1.70	0.00	0.00	1.50	0.00	0.00	1.95	0.00
Shr of On Ctn/Pk Cpn Vol Diff vs PP	-1.37	-0.97	1.11	-0.71	0.00	-42.60	0.00	0.00	1.83	0.00
Shr of Premium Vol	17.45	0.00	0.00	1.42	0.00	0.00	0.00	0.00	0.00	0.00
Shr of Premium Vol Diff vs PP	14.15	0.00	0.00	0.90	0.00	0.00	0.00	0.00	0.00	0.00

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